

# REMARKS

Claims 43-63 are pending in this application. Claims 1-42 have been cancelled without prejudice. New claims 43-63 have been added. Claims 43, 51 and 56 are independent.

Basis for the newly added claims may be found in the specification as originally filed as follows:

Claim	Basis
43 (new). A method of processing a complaint, comprising: at a computer, receiving from a complainer, problem circumstances relating to a prior transaction with a target party and a remedy desired from the target party, automatically comparing, at the computer, the problem circumstances with stored business rules previously created by the target party to determine if the desired remedy is acceptable to the target party, and when the comparison indicates that the desired remedy is acceptable to the target party, automatically, by the computer on behalf of the target party, advising the complainer that the desired remedy will be provided by the target party.	page 19, lines 11-14
44 (new). The method of claim 43, wherein at least one of the stored business rules specifies, for a problem type, at least one acceptable remedy.	page 10, lines 21-22
45 (new). The method of claim 44, wherein when a problem type has at least two acceptable remedies, the business rules specify a precedence ordering for the acceptable remedies.	page 10, line 30
46 (new). The method of claim 43, wherein the problem circumstances and desired remedy are defined during a complaint preparation phase, and further comprising automatically providing, from the computer to the complainer, a stored text paragraph previously created by the target party at a designated point in the complaint preparation phase.	page 9, lines 8-9
47 (new). The method of claim 43, wherein the problem circumstances include emotional detail information of the complainer.	page 16, lines 3-5 and 15-16
48 (new). The method of claim 47, further comprising automatically summarizing, by the computer, the emotional detail information to generate emotional state information as part of the problem circumstances.	page 16, lines 7-10 and 16-17
49 (new). The method of claim 43, wherein the problem circumstances and desired remedy are defined during a complaint preparation phase, and further comprising automatically providing advisory information to the complainer during the complaint preparation phase.	page 16, lines 26-27

Claim	Basis
50 (new). The method of claim 49, wherein the advisory information is selected in accordance with the problem circumstances.	page 16, lines 27-31
51 (new). A method of processing a complaint, comprising: at a computer, receiving from a complainer, problem circumstances relating to a prior transaction with a target party and a remedy desired from the target party, automatically comparing, at the computer, the problem circumstances with stored business rules previously created by the target party to determine if the desired remedy is acceptable to the target party, and when the comparison indicates that the desired remedy is not acceptable to the target party, automatically, by the computer on behalf of the target party, providing a remedy offer to the complainer in accordance with the stored business rules.	page 19, lines 3-5
52 (new). The method of claim 51, wherein at least one of the stored business rules specifies, for a problem type, at least one acceptable remedy, and wherein the acceptable remedy is provided as the remedy offer.	page 19, lines 1-8
53 (new). The method of claim 52, wherein when multiple acceptable remedies are specified in the stored business rules, the remedy offer includes the multiple acceptable remedies.	page 19, lines 1-8
54 (new). The method of claim 51, further comprising automatically providing, from the computer to the complainer, a stored text paragraph previously created by the target party with the remedy offer.	page 20, lines 8-11
55 (new). The method of claim 51, wherein the complainer provides the problem circumstances and desired remedy to a website during an interaction session with the website, and wherein the remedy offer is provided to the complainer during the interaction session with the website.	page 21, lines 13-14
56 (new). A method of processing a complaint, comprising: at a computer, receiving from a complainer, problem circumstances relating to a prior transaction with a target party and a remedy desired from the target party, automatically comparing, at the computer, the problem circumstances with stored business rules previously created by the target party to determine if the desired remedy is acceptable to the target party, when the comparison indicates that the desired remedy is acceptable to the target party, automatically, by the computer, providing the desired remedy to the complainer, and when the comparison indicates that the desired remedy is not acceptable to the target party, automatically, by the computer, offering a remedy in accordance with the stored business rules that,	page 50, lines 9-15 and page 51, lines 1-15

Claim	Basis
when accepted by the complainer, is provided by the computer to the complainer.	
57 (new). The method of claim 56, wherein at least one of the parameters of the offered remedy can be negotiated by the complainer with the computer.	page 50, lines 19-20 and 24-26; page 51, lines 17-20
58 (new). The method of claim 58, wherein the offered remedy is a refund or credit.	page 50, lines 16-23
59 (new). The method of claim 56, wherein the problem circumstances and desired remedy are defined during a complaint preparation phase, and further comprising automatically providing, from the computer to the complainer, a stored text paragraph previously created by the target party at a designated point in the complaint preparation phase.	page 9, lines 8-9
60 (new). The method of claim 56, wherein the problem circumstances include emotional detail information of the complainer.	page 16, lines 3-5 and 15-16
61 (new). The method of claim 60, further comprising automatically summarizing, by the computer, the emotional detail information to generate emotional state information as part of the problem circumstances.	page 16, lines 7-10 and 16-17
62 (new). The method of claim 56, wherein the problem circumstances and desired remedy are defined during a complaint preparation phase, and further comprising automatically providing advisory information to the complainer during the complaint preparation phase.	page 16, lines 26-27
63 (new). The method of claim 62, wherein the advisory information is selected in accordance with the problem circumstances.	page 16, lines 27-31

The present claims relate to a complaint processing system that has stored business rules previously created by the target of the complaint, so that the computer can automatically respond on behalf of the target. An advantage is that the target does not need to spend time on routine complaints. Another advantage is that the complainer gets an immediate response.

More specifically, independent claim 43 calls for automatically advising the complainer that the desired remedy will be provided by the target party when comparing the complainer's problem circumstances and desired remedy with stored business rules, previously created by the target party, indicates that the desired remedy *is* acceptable to the target party.

Independent claim 51 calls for automatically providing a remedy offer to the complainer in accordance with the stored business rules when comparing the complainer's problem

circumstances and desired remedy with stored business rules, previously created by the target party, indicates that the desired remedy *is not* acceptable to the target party.

Independent claim 56 calls for (a) automatically providing the desired remedy to the complainer, when comparing the complainer's problem circumstances and desired remedy with stored business rules, previously created by the target party, indicates that the desired remedy *is* acceptable to the target party, and (b) automatically offering a remedy in accordance with the stored business rules that, when accepted by the complainer, is provided by the computer to the complainer, when comparing the complainer's problem circumstances and desired remedy with stored business rules, previously created by the target party, indicates that the desired remedy *is not* acceptable to the target party.

Each of the cited references, Sloo, Tavor and Collins, fails to show or suggest a complaint processing system that has stored business rules previously created by the target of the complaint, so that the computer can automatically respond on behalf of the target. Instead, each of the cited references teaches a process wherein the target of the complaint responds individually to each complaint. In high complaint volume situations, the prior art teaching requires an enormous amount of time for complaint handling on behalf of the target of the complaint.

Early and favorable consideration of this application is earnestly solicited.

Respectfully submitted,

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